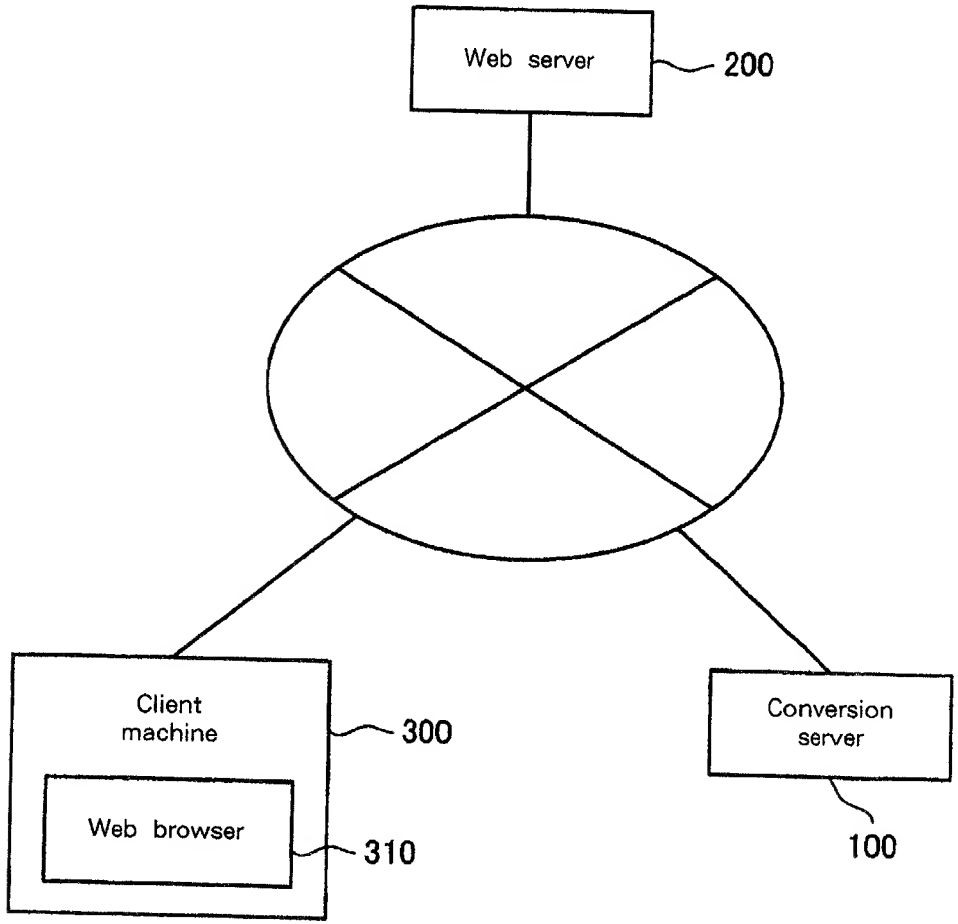

Web server
200
Client machine
300
Web browser
310
Conversion server
100

Fig. 1

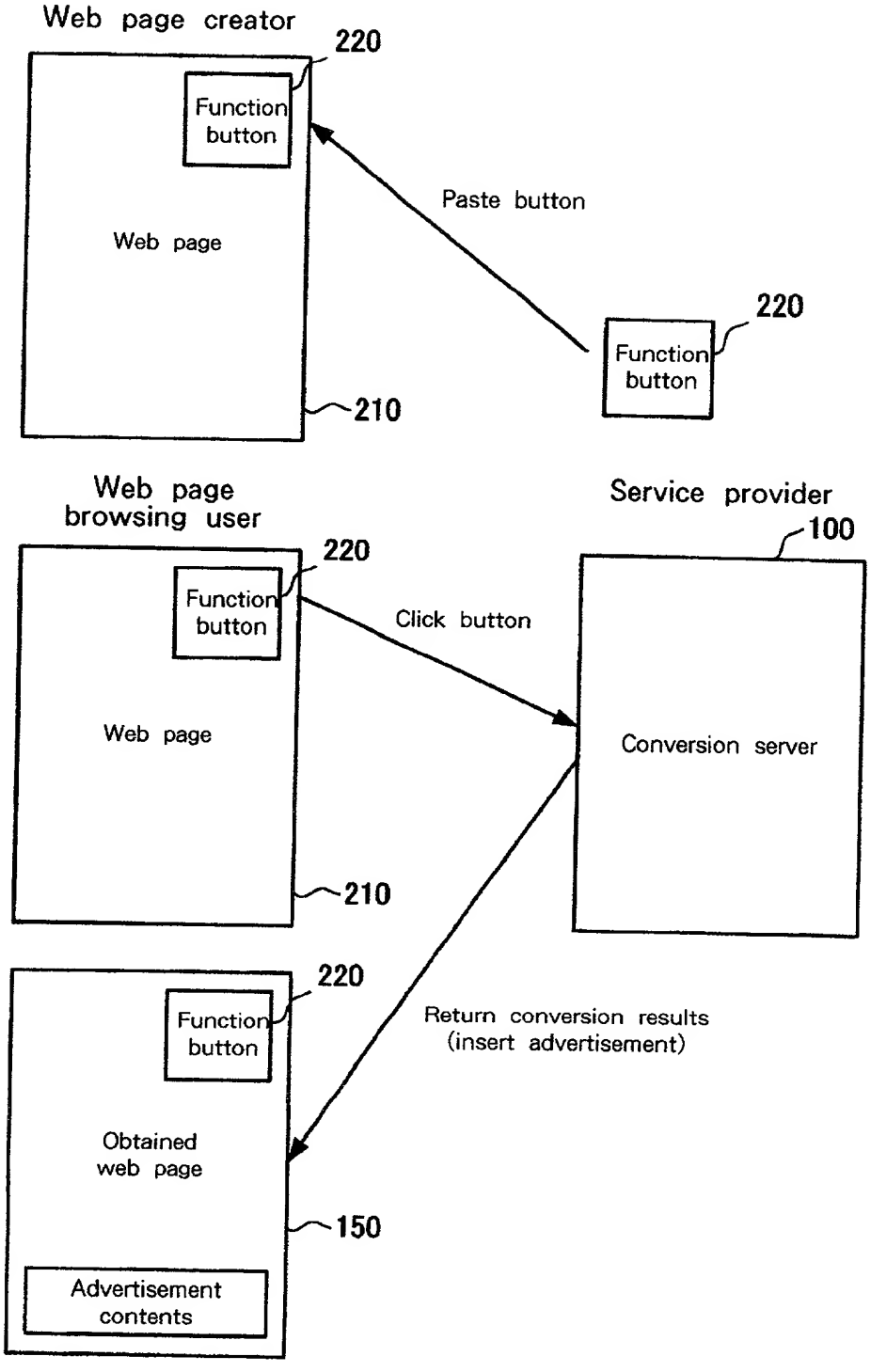

Web page creator
220
Function button
Web page
210
Paste button
220
Function button
Web page browsing user
220
Function button
Web page
210
Click button
Service provider
100
Conversion server
220
Function button
Obtained web page
150
Advertisement contents
Return conversion results (insert advertisement)

Fig. 2

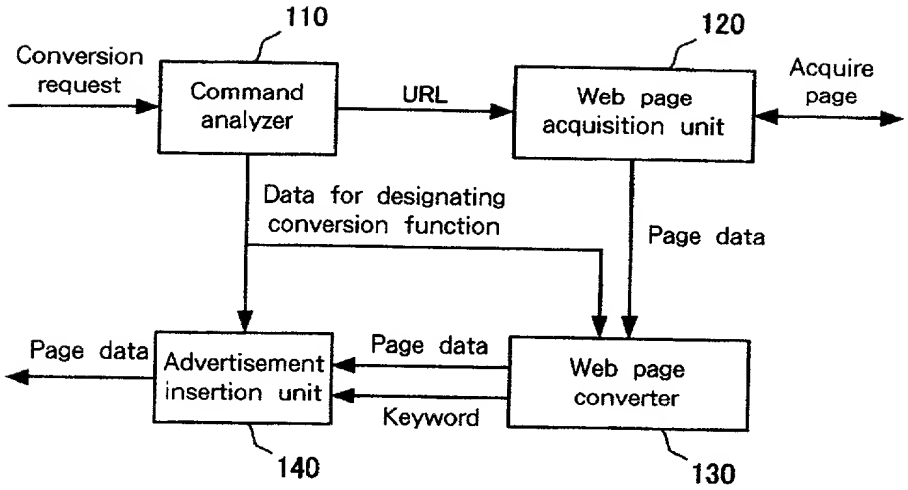
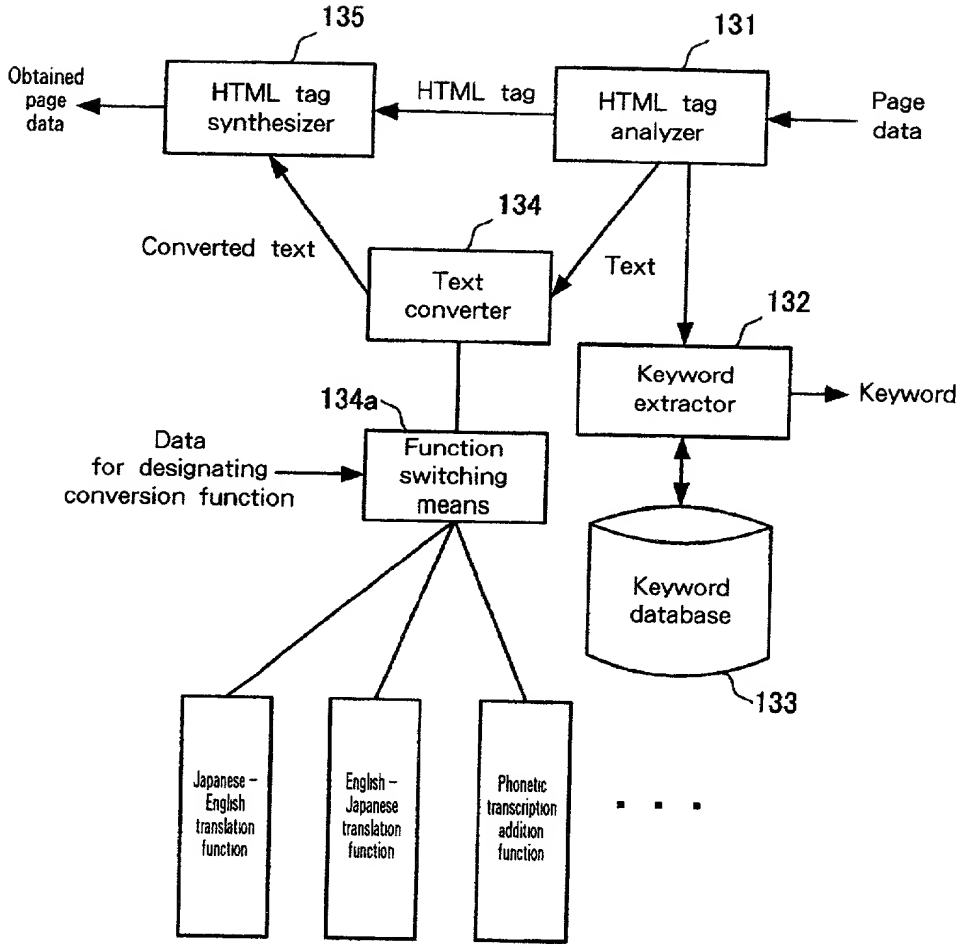
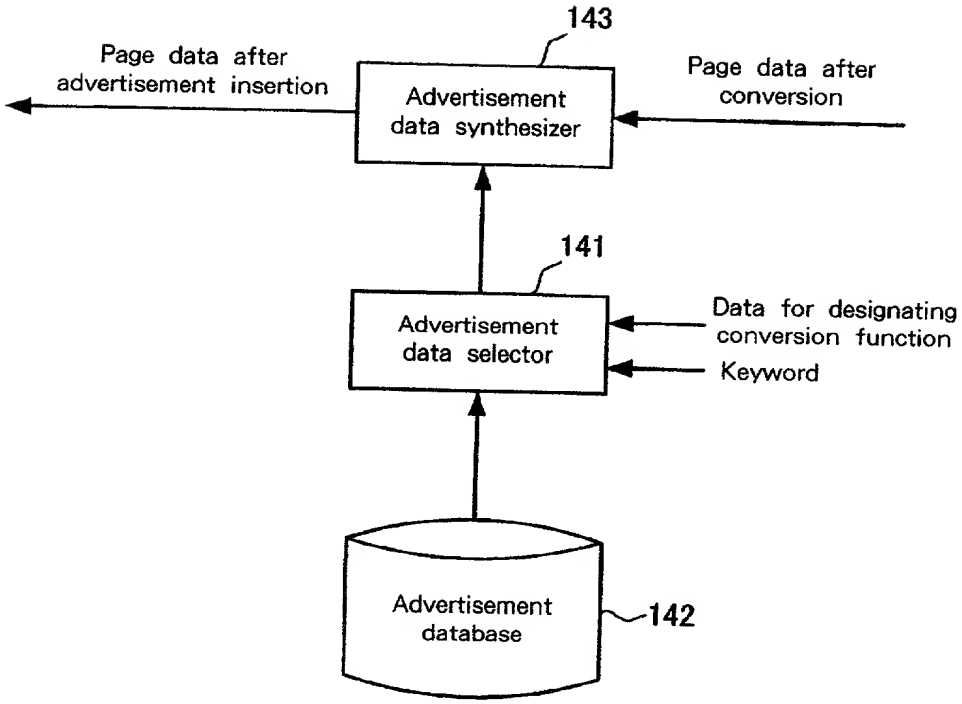

110
120
Conversion request
Command analyzer
URL
Web page acquisition unit
Acquire page
Data for designating conversion function
Page data
Page data
Advertisement insertion unit
Page data
Keyword
Web page converter
140
130

Fig. 3




Web page converter

Fig. 4




Advertisement insertion unit

Fig. 5

Script (example) of conversion request button

```
<P><SCRIPT language="JavaScript">
<!--
function GO(){location.href = "http://conversion.ibm.com/cgi-bin/convert?f=ej&u=" + location;}
//-->
</SCRIPT></P>
<P align="right">
<A HREF="JavaScript:GO();">[Machine Translation E->J]</A>
</P>
```

On the third line,
http ://conversion.ibm.com is a server name
cgi – bin is a directory name
convert is a program (cgi program) name
f = ej and u =" + location ; are descriptions of options (referred to by a program)

Fig. 6

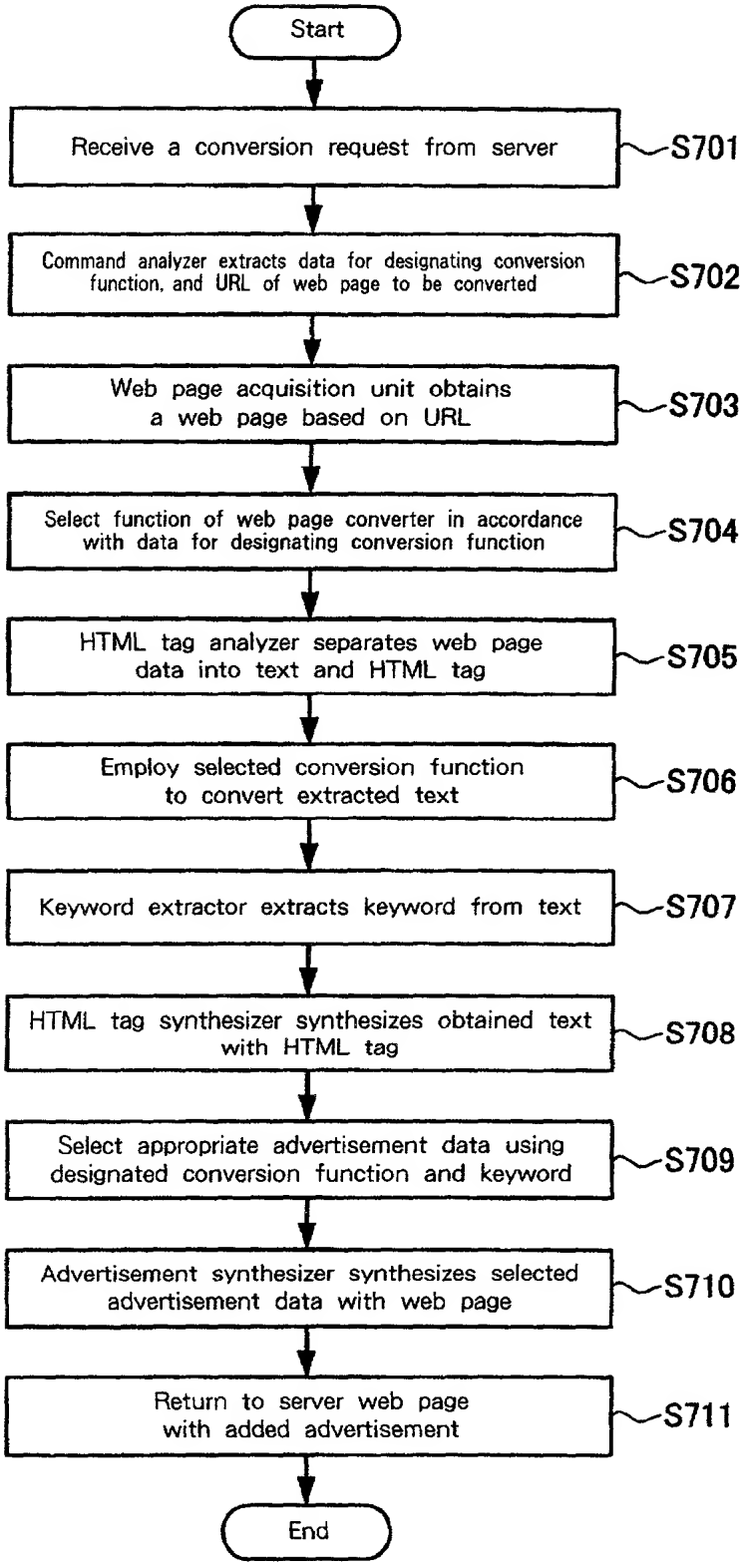

Start
Receive a conversion request from server
S701
Command analyzer extracts data for designating conversion function, and URL of web page to be converted
S702
Web page acquisition unit obtains a web page based on URL
S703
Select function of web page converter in accordance with data for designating conversion function
S704
HTML tag analyzer separates web page data into text and HTML tag
S705
Employ selected conversion function to convert extracted text
S706
Keyword extractor extracts keyword from text
S707
HTML tag synthesizer synthesizes obtained text with HTML tag
S708
Select appropriate advertisement data using designated conversion function and keyword
S709
Advertisement synthesizer synthesizes selected advertisement data with web page
S710
Return to server web page with added advertisement
S711
End

Fig. 7

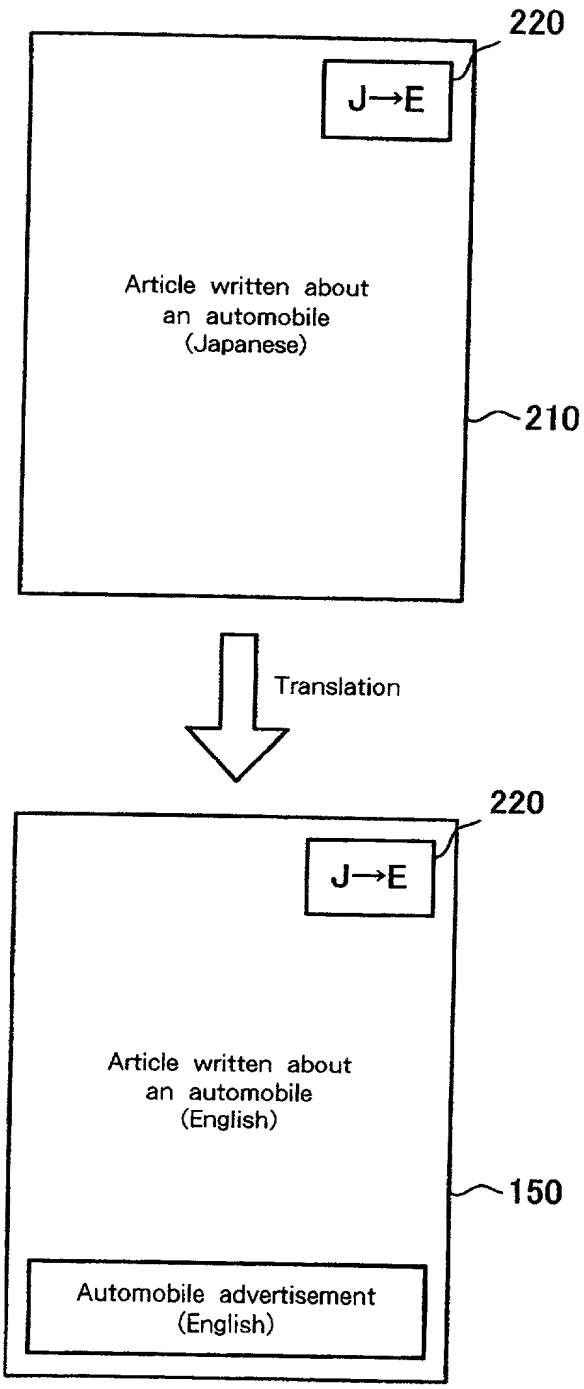

220
J→E
Article written about an automobile (Japanese)
210
Translation
220
J→E
Article written about an automobile (English)
150
Automobile advertisement (English)

Fig. 8